

To: Brees, Angela[Brees.Angela@epa.gov]
From: Carey, Curtis
Sent: Mon 9/21/2015 1:52:24 PM
Subject: Award writeups please
EPA Region 7 Excellence Recognition Award Nominations Form 8-27-15.doc

Angela,

I wrote Kathleens and Emily's nomination packages. Please finish up your drafts of Sandy's (Margaret Award) and Shannon's (Customer Service or Spirit Award) award write-ups for me to edit.

Attached is the nomination form you need to use. It has the full description of each award category on the later pages. Try to use the description and replace each bullet with your own language on Kris and Sandy. When we (Sr. Staff) go through nominations we do sometimes compare them directly to the award descriptions as a tie-breaker. We look to make sure all elements are covered.

Shannon Bond

Digital Communications Lead

EPA Region 7 Office of Public Affairs

FY 2014 personal summary

It has been a fast paced but rewarding year full of change, challenge and success. The Office of Public Affairs, and the Digital Communications team in particular, has really come together as a unit to accomplish the Agency's mission. It has been a privilege to serve and is exciting to see Region 7's digital communications becoming effective. I have attempted to capture a snapshot of the year below but with such a fast pace and in such a collaborative environment, I may have missed items. With the upcoming training and team building I know that the entire Digital Team is looking forward to a very productive year.

and Products

Awards Ceremony

- [REDACTED] Portraits
- [REDACTED] Highlight videos
- [REDACTED] Event Planning

Developed budget spreadsheet

Started web migration project

- [REDACTED] Charter
- [REDACTED] Project plan
- [REDACTED] Project structure and organization

Stories written or assisted with

- [REDACTED] Ozark Circuits story
- [REDACTED] Beta Chem story
- [REDACTED] Aldi Story
- [REDACTED] Where Do Plastic Bags Go? Blog post
- [REDACTED] Biking for Sustainability blog post
- [REDACTED] Put Down the Tablet and Listen blog post
- [REDACTED] EPA In Your Community blog post collaboration with Brendan Corrigan

Black and Veatch video

Administrator's speech video production

Established In The Moment video guidance and posted first video

Developed Digital Communications training plan and implemented with members (including Lynda and local classes)

Developed West Lake Update layout

Developed West lake Infographic

Vbrick video system planning and initialization (before reprioritizing to external communication focus)

Designed new social media tracking spreadsheet and workflow

Built and deployed OPA SharePoint site

Develop digital communications strategy with EEO and HR

- ██████████ Social media
- ██████████ Direct email position marketing
- ██████████ USA Jobs, LinkedIn and stakeholder integration



Waters Of The U.S. (WOTUS)

- ██████████ County fair coverage with Kris Lancaster
- ██████████ Radio PSAs
- ██████████ Continual social media deployment

Clean Power Plan

Climate Action Week

Asthma Awareness Month

- ██████████ Onsite shoot with Boys and Girls club
- ██████████ Digital communication deployment
- ██████████ Twitter chat with @Childrensmarcy

Twitter Impressions: 254094

Twitter engagements: 2409

Average Twitter engagement per tweet for the year: 2.9

Farthest Reaching Tweet: 14367 Impressions, 115 Engagements, 30 retweets

It's #EarthDay month! Take a #NatureSelfie and show the world how much you love our earth:
<http://t.co/lkXtxJvtYQ>

Second Most engaged tweet:

Try this greenhouse gas calculator to estimate your carbon footprint: <http://t.co/kPwmMT4xgi>
#ActOnClimate

Scribd

Total Views: 13,000 +

Top Documents:

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